



# **UTAH OFFICE OF TOURISM: MOUNTAIN TIME CAMPAIGN 2018/19**

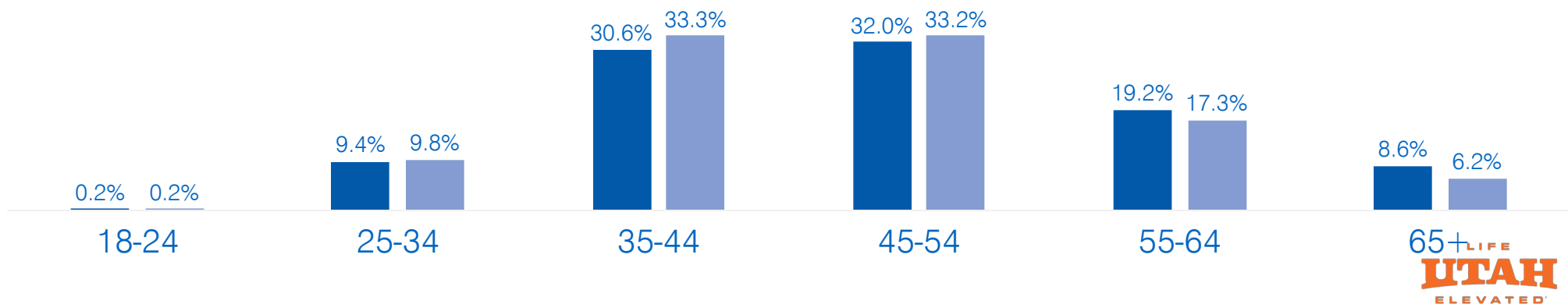
Digital Report for 9/1/18 - 4/12/19

## DIGITAL SUMMARY

- The campaign generated **1,192,531** post impressions for an above average rate of 1.29%.
- There have been 303,078 post impression activities on Visit Utah for a PIR of 0.30%, the highest in the campaign and an increase of **38%** compared to last year.
- The campaign has tracked **34,902** hotel bookings for a total revenue of **\$9.05M** a **70%** increase from the February report.
- Separate from the above booking data, Expedia tracked **\$1.1M** in bookings.
- Ad exposed audiences were **40%** more likely to visit our destination than the control group as tracked by Arrivalist.

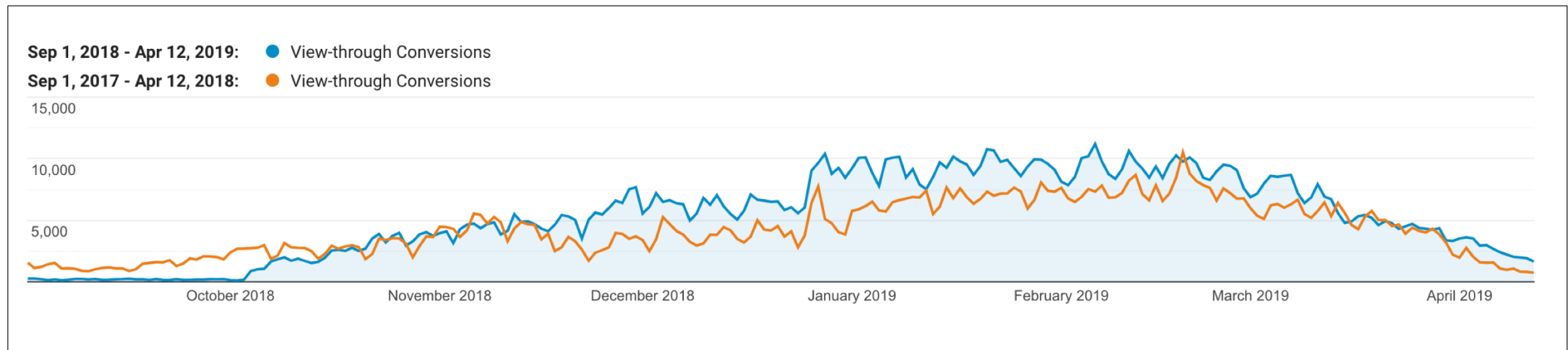
### Hotel Bookings Chart

■ Impressions ■ Conversions



# YEAR OVER YEAR PERFORMANCE

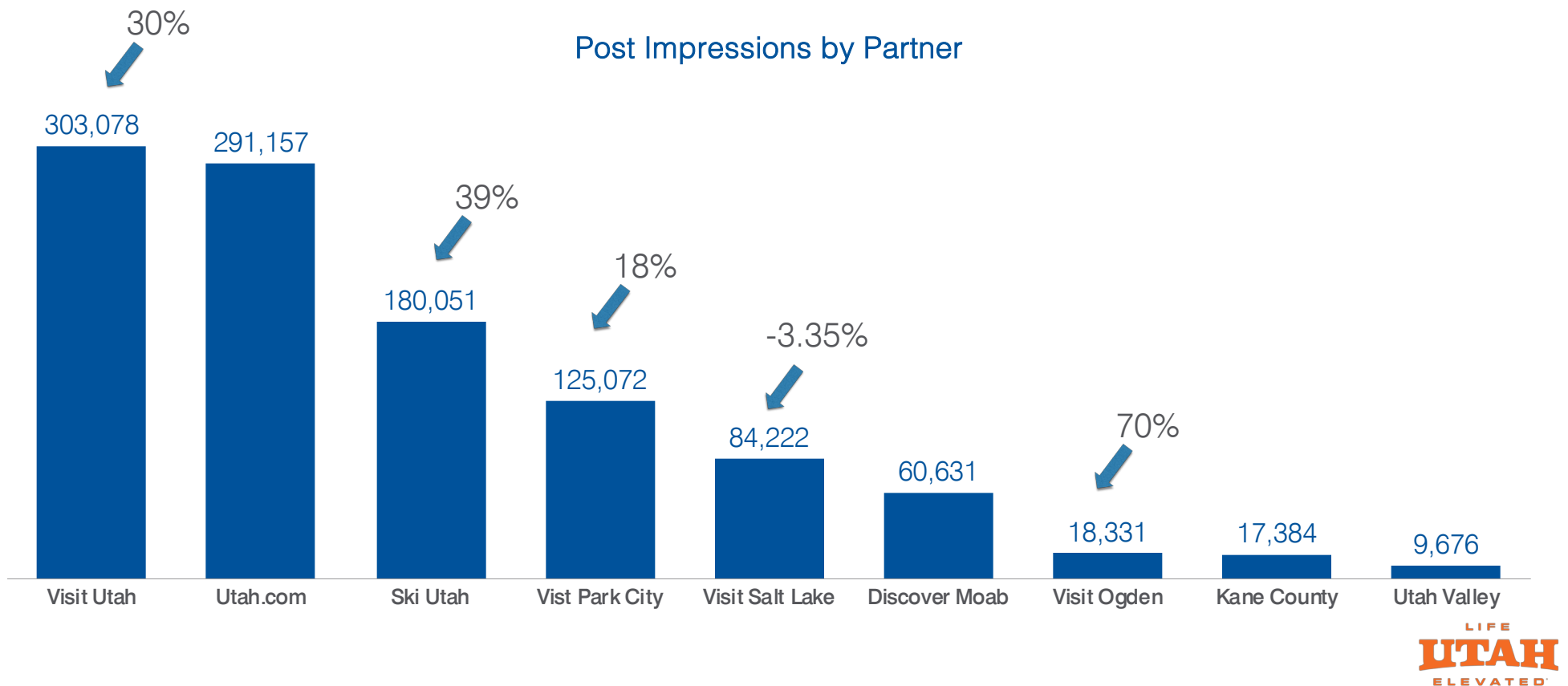
## 2018 VS. 2019 POST IMPRESSIONS



- The MT2019 campaign truly separated itself from last year at the start of December.
  - Total Post Impression Activities increased 24% compared to last year.
  - This could be attributed to a few things whether that be optimizations kicking in or more simply the strong snow year!

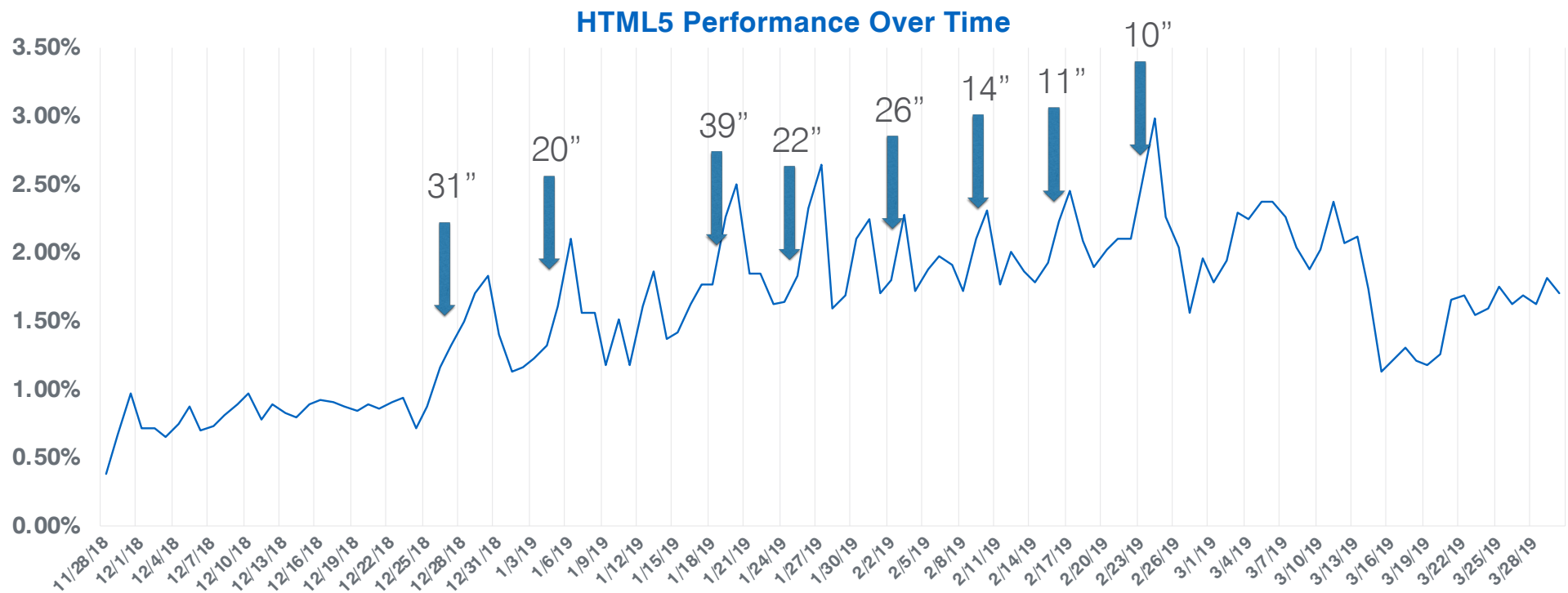
# POST IMPRESSION ACTIVITIES BY PARTNER

- Visit Utah ended the campaign as the top activity for post impressions.



# CAMPAIGN PERFORMANCE OVER TIME / DATES OF INTEREST

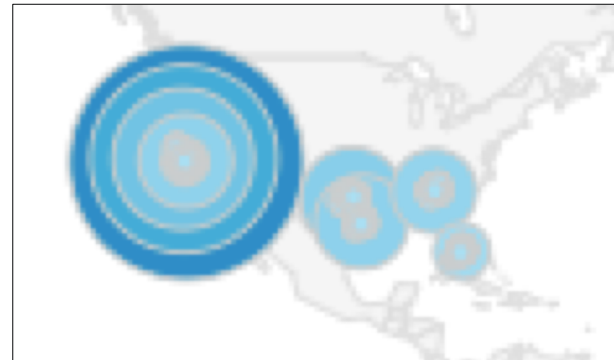
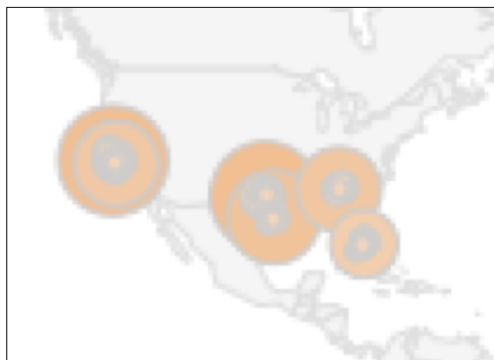
- The HTML5 creative had a solid trend line of improvement with a peak in late February, then a dip in March as (presumably) folks began switching a summer vacation mindset.



# CONNECTED TV MARKET PERFORMANCE

- Our CTV markets saw significant user growth through the campaign (9/1/18 through 4/12/19 compared to previous period). This includes San Francisco, Houston, Dallas Ft. Worth, Miami, and Atlanta.

Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
75.71% ↑ 369,111 vs 210,070	80.22% ↑ 362,702 vs 201,260	55.30% ↑ 417,369 vs 268,747	2.85% ↓ 61.43% vs 63.23%	20.01% ↓ 1.61 vs 2.02	30.31% ↓ 00:01:18 vs 00:01:52



**THANK YOU**

LOVE